

ABSTRACT OF THE DISCLOSURE

PERSONAL PRODUCT LOCATOR ON STORE-OWNED SHOPPING AID

5 A method for providing a location of products to a customer in a retail environment. A product locator unit is attached to a shopping aid utilized within the retail environment. The product locator unit has an access point for entering a customer ID, a signalling mechanism for alerting the customer to a location of a desired product, and a program algorithm for correctly
10 identifying the desired product. A user specifies a desired product which has been linked to the user's customer ID. A signal is transmitted with the product information and location within the retail environment. The signal is received by the product locator unit and
15 the products are compared to the desired products to determine a match and subsequent location of said desired products. The customer is then alerted to the location of the desired product via the signalling mechanism.